

SAVING LIVES



If you are losing weight, are thin, pale and run down—you are in danger. Father John's Medicine will build new flesh and strength for you. It is a body builder and strength giver. It is safe for children, too, because it does not contain alcohol.

Begin taking it to-day and see how you gain in weight and health. It is guaranteed free from alcohol or dangerous drugs in any form.

Does It Seem Fair to Your Eyes

to postpone finding out if you need glasses, when delay may mean failing eyesight? Reliable Eyesight Examination by Registered Eye Specialists. Correctly Fitted Glasses from \$2.50

J. Ehrlich & Sons
Established 51 Years
New York: 184 B'way, at John St.
233 Sixth Av., 15th St.
350 Sixth Av., 22d St.
401 Nassau, at Ann St.
12 West 42d Street
Brooklyn: 498 Fulton St., cor. Bond St.

Give Them a Treat!

Place a bottle of
Eddys' OLD ENGLISH SAUCE
on your luncheon or dinner table. Everyone will welcome it as a ready-made seasoning, dressing and all-around relish.
MADE IN U. S. A.
At Grocers and Delicatessen Stores
Made by E. Pritchard, 331 Spring St., N. Y.

GREY HAIR
quickly restored to its natural color, beneficial, odorless, easily applied, dries quickly, guaranteed to contain no poison.
MARCH 1918
MACDONALD'S GREY HAIR RESTORER

All "Lost and Found" articles advertised in The World are recorded in "Lost and Found Journal," Room 103, World Building, will be listed for thirty days. These lists can be seen at any of The World's Offices. "Lost and Found" advertisements can be left at any of The World's Advertising Agencies, or can be telephoned directly to The World. Call 4000 Beekman, New York, or Brooklyn Office, 4100 Main.

RAISING THE RENTS ON HELPLESS POOR PASSES ALL REASON

In One Bronx Case Boosts Amounted to \$11 in Three Months.

To the Editor of The Evening World:
Just a line of congratulations for your activity against the profiteering through rents which has been very much in evidence in the Bronx. We know how hard it is to get a renewal of mortgages and the increased taxes fully expected a reasonable increase of rents, but when a landlord asks for \$11 more in three months, thus: February, \$4; March, \$3; April, \$4, it is pretty near time to call a halt. The above increases were handed to the tenants on Valentine Avenue, near 185th Street.

With the high cost of living and the payments on bonds, Red Cross and other drives, where in the name of Heaven are the people going to get off at if the landlords are allowed to continue this profiteering in rents? It might be well to mention the fact that any one having a child in the family is also subjected to a cross-examination when seeking apartments, as children are not wanted any more. C. J. C.
New York City, May 21.

Thirty Per Cent. Halse in The Bronx and No Redress.

To the Editor of The Evening World:
I live in Northern Avenue, New York City, in a very desirable location and in a practically new house. My lease for this year calls for \$34 a month. I am now advised that if I remain I must pay \$45 next year and sign my agreement before June 15, even though my lease does not terminate before the first of September. I can understand the necessity of some advance but this is entirely out of all proportion and I have no redress. T. R. T.
The Bronx, May 23.

About Time for the Tenants to Have a "Look In."

To the Editor of The Evening World:
Congratulations on bringing to the attention of the Board of Aldermen the rent boosting going on. When this matter comes up next week the Aldermen should pass a law to make the landlords refund the money they have taken from the tenants for heat and elevator service they do not furnish. The landlords have had their way for some time. It's about time the tenants had a "look in." D. H. K.
New York, May 22.

More Wary Than One of Cheating the Tenant.

To the Editor of The Evening World:
The landlord of the house in which I live collected the rents on the first and fifteenth of May. In the meantime the house changed owners. The landlord was to keep the house until June 1; from May 16 on we have had no hot water. Don't you think the owner should be punished, as we are paying good rent? CONSTANT READER.
New York, May 22.

Landlady Gets Tenants' Thrift Stamp and Red Cross Money.

To the Editor of The Evening World:
I have read of profiteering in rents in your paper and will state not only has this particular landlady caused all my rents, but demands it her duty to make the telephone service a paying proposition. We could put this money in Thrift Stamps or give it to the Red Cross to do our bit. E. B. W.
New York City, May 22.

Is There No Redress for the Families of Soldiers?

To the Editor of The Evening World:
I live in a five-room apartment, in the rear, and on Saturday I got notice that owing to the increase taxes, wages, etc., my rent would be raised from \$31 to \$33 a month. There being eighteen families and three stores in the house, you can readily figure what the raise will mean. Do you think the taxes amount to that much? I have a brother in the enlisted service of the United States Navy who was the main support of our home.

Do you think it fair and reasonable to treat one like this, when we are glad to let our main support go? It almost keeps us in want to pay such high rent.

Can't something be done for the families of the boys at the front instead of treating them in this manner? M. R.
New York, May 23.

Laws Are Made for the Landlord, Not the Tenant.

To the Editor of The Evening World:
Your editorial, "Rents Up, Service Down," hits the nail squarely on the head. This has been my experience: I live in a house with sixty families and one janitor takes care of them all. What is the result? We get no service to speak of! The hot water comes up between 9 and 10 in the morning; last winter the water was turned on at the same time (between 9 and 10); the garbage is taken down about noon and on Sundays not at all. When we complain we are asked if we want hotel service. The halls and stairs are washed once a week, and in the winter time, when the janitor has to attend to the fires, about every ten days or when they are so dirty he simply has to clean them. All the rest of the week we have to use the dirty halls and stairs. The janitor works hard, and he cannot or will not get up early enough to start the fires for our supply of heat and hot water and we can get no satisfaction from the landlord other than "it is hard to get any extra help."

I live up five flights of stairs (no elevator) and I pay \$45 a month and have just been raised to \$48 for five rooms. We have been asked to pay the extra \$3, but the landlord will not guarantee any better service, and that is where the injustice comes in. We are helpless unless a paper like yours comes to our rescue, for there seems to be no laws for the tenants; they all favor the landlord. As the Judge said yesterday, the landlord can put you out if he doesn't like the color of your hair. MISS W. C. A.
Washington Heights.
New York, May 22.

ALMOST LOSES LIFE TRYING TO SAVE BABY ALREADY SAFE

Policeman Groves Around in Burning Building and Finally Is Rescued by Another.

In an effort to save a baby who had already been saved—though he did not know it—Patrolman Musgrave almost lost his life this morning in a burning house at No. 1761 Bronx Avenue. The fire started in a frame house at its height there were five houses burning. The damage was about \$20,000. Some one shouted there was a baby asleep on the top floor of No. 1761. Patrolman Musgrave borrowed a blanket, soaked it in water, and entered the house. He had been groping around for more than ten minutes when

men outside learned that the baby had been brought out earlier and was safe at a neighbor's home.

Musgrave refused to leave the house without the baby, and the result was that he himself was almost overcome and probably would have succumbed had not Patrolman McCarthy gone to his rescue.

FIRE NIPPED IN THE BUD.

Two alarms brought Deputy Fire Chief Mahr to a smoky blaze in the six-story warehouse building owned by the Tuttle & Bailey Manufacturing Company, at Nos. 70-76 Berry Street, Williamsburg, to-day. Because of the large number of frame tenements surrounding the warehouse building the fire fighters exerted their efforts to smother the blaze before it could spread and become more serious. They confined the fire to the top story. The loss has not been estimated. Two employees, Edward McGrath of No. 110 Berry Street and Ralph Jackson of No. 32 North 10th Street, were severely burned while trying to extinguish the blaze when it first was discovered.

Ideal Ladies Shoppe

Between 5th and 6th Aves. 36 West 34th St. Opposite Oppenheim-Collins

SALE OF 180 DRESSES

To-morrow and All This Week

\$12.95

Our Suits and Coats Also Greatly Reduced

SKIRTS IN ALL WOOL SERGE, BLACK AND NAVY \$3.95

Other Very Special, \$5.95, \$7.95

Very Special

Regular Value up to \$20.

Idell Ladies Shoppe, 36 W. 34th St.

Every cent you give to the Red Cross goes to buy that most precious thing in the world—solace to suffering. Can you refuse?

BONWIT TELLER & CO.

The Specially Shop of Originations
FIFTH AVENUE AT 38TH STREET

Engaging "Jeune Fille" Summer Fashions for Town & Country in

MISSES' FROCKS and GOWNS

Interesting and refreshingly youthful treatments are emphasized in exclusive and distinctively Bonwit Teller & Co. designed frocks.

CALICO—CHINTZ—ORGANDIE
GINGHAM—GEORGETTE—PRINTS

These dainty frocks—in conception and execution—are entirely divorced from the more mature and oversophisticated types, the verve, the esprit, the naivete of girlishness is expressed and emphasized in a number of original and ingenious manners.

SPECIAL FOR SATURDAY

MISSES' FIGURED CHIFFON FROCKS

Exceptionally Priced at

39.50

Soft, graceful silhouettes developed in light and dark tones of vari-hued printed chiffons of floral or conventional figure patterning. The chiffon is daintily accented by garnitures of organdie.

To Close Out Saturday

A Collection From Regular Stock

MISSES' SUITS and COATS

At Greatly Reduced Prices

Misses' Suits	Formerly 47.50 to 55.00	28.00
Misses' Suits	Formerly 65.00 to 89.50	44.00
Misses' Coats	Formerly 20.00 to 35.00	15.00
Misses' Coats	Formerly 35.00 to 49.50	28.00

Store
Opens
9 A. M.

Store
Closes
6 P. M.

We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only

Since It Is
Your Duty to
Economize—

Your Opportunity
in Clothing
Lies Here

Men's and
Young Men's

SPRING
SUITS
\$24.75

We have been sowing the seeds of cash trading for sixty years. Here is the result. The best clothes at the price in the city—for cash. It is a question whether, in these vital times, you can afford to ignore them.

Fancy Mixed Worsteds
Fancy Unfinished Worsteds
Mixed Cassimeres
Blue Serges and Homespun

English Soft Roll Sacks
Three-Button Conservatives
Double-Breasted Suits
Young Men's Sacks.

Green—Fifth Floor, Broadway, Front.



Attractive Styles in
Men's Oxfords
At \$4.96

The illustration above shows two of the styles we are offering at this low price. The one on the left comes in black or dark tan leather, is made over a long, flat last, has blind eyelets, Goodyear welted soles.

The other is a black Glace Kid Oxford, has broad toes and heels, and is specially suited to those who favor a more easy fitting shoe, rather than the snug fit of the narrower and perhaps more stylish looking shoe.

Green—Main Floor,
Broadway, 35th St., Near

New Merchandise
In Men's Furnishings
Shirts of Imported Crepe

\$3.29

Materials taken from our Custom Shirt Department and made up by one of the high grade manufacturers according to our specifications. We could not do better by either the merchandise or you. The material is our own importation of the finest cotton crepe madras. In our selection we have eliminated every pattern not intrinsically tasteful and appealing.

Men's Imported
Foulard
Cravats, 94c

You will find it very hard indeed to duplicate these cravats at anything like this price. If it were not for the fact of our having paid cash for them a year ago we could not be offering them to-day at 94c. Hand-tailored throughout, with that full-flowing appearance of the newest Summer scarfs.

Men's Belts,
48c to \$2.44

These leather belts are not bettered at the prices asked. The assortment includes cowhide, pigskin, Morocco, calf, pin seal, harness strap seal and various other grains. Buckles come in finishes to match in a number of attractive designs and monogram effects.

Green—Main Floor, Front, 35th St.

Red Cross Dollars Alleviate Human Suffering

The more you give to the Red Cross now, the greater will be the satisfaction you will feel when peace once more comes to bless the earth. Every dollar you contribute will alleviate human suffering. What nobler work can there be than this! Think it over and then subscribe gladly and liberally.

Teeth Without
Plates

I Save Decayed Teeth, Tighten Loose Teeth and Treat Diseased Gums.
SETS OF TEETH, Gold and Porcelain Crowns, Bridge-work, Fillings and Inlays of Gold, Silver and Porcelain, carefully made at Reasonable Prices.
BADLY DECAYED TEETH and Roots carefully extracted. Teeth thoroughly cleaned. Broken plates repaired while you wait or if sent by mail.

DR. BLOOM

2 East 125th St. 169 East 34th St.
BROOKLYN

No Extra Charge For It.

Advertisements for The World may be left at any Advertising District Steamship office in the city until 6 P. M.

MAY SALE OF NEW
Player-Pianos

Fully Guaranteed
\$445

On Special Terms of
\$2.50 a Week

Bench, 25 rolls of music, delivery to your home.

FREE SATURDAY EVENING

WISSNER

55 Flatbush Ave.,
BROOKLYN



MAIL THIS COUPON
Please send me the details of your special Player Piano offer without any obligation on my part.
Name.....
Address.....
City..... E. V.

SUNDAY WORLD WANTS WORK MONDAY MORNING WONDERS

RED CROSS WEEK
We have agreed to donate 10 per cent of all our sales on May 25th to the 2nd War Fund of the American Red Cross
MAY 20-27 1918

YOUR Army and Navy fight to "make the world safe for Democracy."

Your Red Cross fights to make it FIT for Democracy.

The Red Cross is YOUR Cross—will YOU carry it—will you bear the burden, in toil and sacrifice, that civilization may be saved?

GIVE and KEEP ON giving till your heart says stop!

KELLNER BROS.
S. E. COR. 15th ST. & 6th AVE.
SINCE 1891